



## TOWN OF WEST HARTFORD

Ad Hoc Subcommittee on Economic Development  
Town Hall, 50 South Main Street, Room 312

August 27, 2018

6:30 PM

### Minutes

In attendance: Dallas Dodge (Chair), Ben Wenograd, Chris Barnes, Mary Fay, Shari Cantor, Beth Kerrigan, Liam Sweeney, Leon Davidoff, Matt Hart, Mark McGovern, Kristen Gorski, and Renee McCue.

1. Call to Order: 7:04pm
2. Staff Reports

Kristen Gorski provided an overview of her work with the business community. The commercial districts are doing well. She attended the 25<sup>th</sup> anniversary celebration at Jerry's Art-o-Rama. She discussed recent business openings in each business district including Pho 35, Health is Wealth Juice Bar, Hungry Crab, and many more. She also previewed upcoming business openings in Town including Essential Health, Poke Works, and Go Health.

The issue of the entrance/exit on New Britain Avenue was inquired about (450 South Main (NE corner of S. Main and New Britain Ave.), and more specifically, whether there was a need for a left hand turn restriction onto New Britain Ave. The Site Plan approval process included a review of several elements of this redevelopment, including parking, pedestrian and bicycle circulation, landscaping, trash management, and façade renovations. Since the project was neither a change of use or an expansion of square footage and the current two entrances/exits function in the same manner as the driveways at the properties across the street at both the southeast and southwest corners (neither of which have turning restrictions), a restriction was not warranted. At peak hours, a left onto New Britain Avenue may be an uncomfortable maneuver and we expect many customers at this retail center will choose to exit on South Main and turn east on New Britain Avenue at the signalized section.

Mark McGovern gave an update on real estate projects under construction including S. Main/New Britain Ave. He discussed residential projects including Ringgold, Steele Road, and Talcott/S. Quaker. He briefed the committee on

upcoming applications including the UConn site and Park/Prospect, both of which will need to be referred to DRAC.

Staff was asked about debris piled in the parking lot of 1031 New Britain Avenue (corner of New Britain Ave. and South St.). The debris is construction debris (cinder blocks/cement) related to open building permits on the site. While the full scale renovation of the property has not started, there are multiple permits in place and some work has been initiated. The Health District, which enforces the property maintenance code, does not apply standards to active construction sites. This property will be added to the Code Enforcement Committee's watch list to ensure trash and other debris is not dumped on site.

### 3. New Business

#### a. Town Logo Project

Matt Hart opened the discussion on the Town logo and residential brochure projects.

Renee McCue discussed the project in greater detail, including the history and variations of the Town logo. There has not been a consistent logo which represents the Town in over a decade. She outlined the composition of the logo committee, the design firm, Ryan Marketing, selected, and the steps of the project.

The community will be involved in this initiative through various methods, including a web-based survey. The logo, which will be used for a variety of Town purposes, should be finalized in October and will be followed by a branding campaign.

### 4. Future Agenda Items

Matt Hart asked the committee to consider future items, including an update to the economic development strategy, a concept of redevelopment agency, the existing permitting process, pedestrian streets, and the residential business guide/brochure.

### 5. Adjournment: 7:56pm